

Ashim Sanyal

COO

Consumer Voice



Mr. Ashim Sanyal, is the Chief Operating Officer and Secretary of Consumer VOICE, an International NGO/VCO working in the field of consumer awareness and education. He is heading Consumer VOICE since 2007.

He is responsible for overall operations and accountable for strategic utilization and deployment of available resources to achieve organizational objectives. After completing B.Com(Honors) & MBA from University of Delhi, Mr.Sanyal has done Post Graduation Diploma in Management (Specialization in Marketing) from the IIPM, New Delhi. In the past 25 years of service prior to this current assignment, he has worked in various reputed companies in India & abroad as a senior corporate manager having risen to CIO / CEO positions.

As the head of Consumer VOICE he manages the consumer awareness and education working in the fields of Comparative & Surveillance Testing, Sustainability Projects, Advocacy, Food, IT & BFSI desks. He is a full member of Consumers International besides managing working partner relations with ISO, COPOLCO, WHO, CODEX, UNIDO, World Bank, Climate Works Foundation, CLASP, REEP, GRSP, CTFK, GHAI, UNDP, Ford Foundation, NI etc.

Separately he is managing work with Ministries like Consumer Affairs, Finance, Food, Health, Food Processing, Corporate affairs, DoT, HRD etc. besides representing VOICE in standardization bodies like BIS, BEE, QCI, STQC etc. Also he represents Consumer Voice in Regulatory bodies like FSSAI, TRAI, SEBI, RBI, IRDA, AERA etc. Mr. Sanyal is also member of various Business Forums like CII, FICCI, ASSOCHAM representing consumer interest on various issues.